

IARI *reporter*

industrial advertising research institute

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INSTITUTE UNDERTAKES STUDY ON EFFECTIVENESS OF REPEATED ADVERTISEMENTS

IARI Trustees at their January meeting in Washington, D. C. gave their endorsement for the Institute to sponsor a new study of the effect of repeating advertisements.

Recommendations for this study were made by the Institute's standing Council for Analysis of Advertising Readership Studies chairmanned by John DeWolf, Vice President of G. M. Basford Co. The last major study of this kind in the industrial area was published in 1947 and sponsored by an independent group of nearly 300 advertisers, agencies and publishers. This new study will become part of IARI's continuing Report No. 6 covering advertising readership.

WHAT IMPROVEMENTS CAN YOU MAKE IN ADVERTISING CONTROL PROCEDURES?

According to the survey used in developing Report #5, "Organizing and Controlling Industrial Advertising Operations," the majority of advertising managers exercise reasonably effective control over paid space activities. Several important opportunities exist, however, for strengthening other control procedures.

You will find suggested control forms which you may wish to adopt as part of the methods outlined in Chapter V for dealing with the following problem areas:

- Scheduling of non-paid space advertising
- Routing control procedures
- Printed matter inventory control
- Advertising cost control and accounting
- Control of quality of advertising performance.

SUBSCRIBER LIKES EVALUATION APPROACH USED IN NEW MOTIVATION STUDY

"Again the Institute has done an outstanding job with the completion of Report #9, 'Motives in Industrial Buying.'

"I think it very wise that this project was directed toward an evaluation of techniques rather than a case history approach of various motivation projects."

-- A. M. Cherry, Sales Promotion Manager
The Reliance Elect. & Engineering Co.
Cleveland, Ohio

IS YOUR ADVERTISING GEARED TO YOUR PROFIT GOAL?

The profit goal, of course, varies from industry to industry and from company to company in the same industry. And because of this, requirements for advertising's job vary accordingly.

In the comprehensive study of methods used by successful companies in developing IARI Report #3, "How to Establish the Budget for Advertising Industrial Products," a procedure was worked out for bringing profit goals and advertising expense into good balance. This realistic approach to budgeting--giving consideration to the entire sales budget as well--is described in detail beginning on Page 125.

CHAIRMEN APPOINTED FOR TWO NEW INSTITUTE PROJECTS

Sheldon F. Johnson, Manager, Apparatus Advertising Department, Westinghouse Electric Corporation, was recently appointed Project Council Chairman for IARI's planned study, "Measuring the Effectiveness of Direct Mail." Heading up the project on determining "Characteristics of Effective Industrial Catalogs" will be Newcombe C. Baker, Manager, Advertising, Publicity and Sales Promotion, The Yale & Towne Manufacturing Company.

WHAT ARE THE BASIC FACTORS IN COORDINATING SALES & ADVERTISING?

Coordination rarely--if ever--exists without proper company climate. But assuming your top management is coordination-minded, there are five basic factors to be considered in bringing about an integrated marketing approach. For a full discussion of these prerequisites, see Chapter III of Report #8, "How to Coordinate Industrial Sales & Advertising."

AIA-IARI LIAISON REPRESENTATIVES NOW BEING APPOINTED

Institute activities and developments in research projects will be reported to Association of Industrial Advertisers chapters by liaison representatives now being appointed. In addition to making these reports several times a year, these IARI representatives will be prepared to provide information to those interested in subscribing to the Institute.

H. T. S. Heckman, Assistant Director of Advertising for Republic Steel and Chairman, AIA-IARI Coordinating Committee, has announced appointments made to date by AIA Chapter Presidents. They are: Central Indiana Chapter, Joe L. Hylton, Roots-Connersville Blower; Cleveland Chapter, F. A. Gregory, The Wellman Company; Eastern Industrial Advertisers (Philadelphia), William B. Daub, Sun Oil Company; Industrial Marketers of Detroit, Carl Anderson, Crawford Door Company; Maryland Chapter, Richard L. Sands, Koppers Company, Inc.; Niagara Frontier Chapter (Buffalo), B. M. Day, The Carborundum Company; North Texas Chapter, Dan Goodrich, Dan Goodrich Advertising; Oklahoma Chapter, Chad J. Steward, Dowell Division of The Dow Chemical Company; and Toronto Chapter, John E. Chilman, Heggie Advertising Company, Limited.

FOUR NEW SUBSCRIBERS JOIN INSTITUTE DURING JANUARY

Advertisers becoming IARI subscribers during January were: E. D. Bullard Company, Sausalito, California; Moloney Electric Company, St. Louis, Missouri; and Veeder-Root Incorporated, Hartford, Connecticut. The Institute also welcomes John Borden Advertising Agency, St. Paul, Minnesota as the newest agency subscriber.

DATE OF IARI SEMINAR
IN DALLAS CHANGED

Meeting date of Institute's seminar to be held in conjunction with the AIA Dallas Chapter has been changed from March 8th to March 11th.

INDIVIDUAL RESEARCH STUDIES
MAY BE PURCHASED

If you do not belong to the Institute, you may nevertheless purchase the following reports at the prices indicated. These prices are based primarily on the pro-rated cost of research behind each study.

You will find it advantageous, however, to obtain this basic library of research by becoming a subscriber. And in addition to benefiting from other Institute services you become entitled to receive the continuing Report No. 6, "Analysis of Advertising Readership Studies"--and new reports as they are published.

- #1 - "Methods for Handling & Evaluating Inquiries" - Clothbound 161 pps. inc. 10 fully-documented case histories. \$75
- #2 - "Bibliography of Information on Handling Advertising Inquiries" - Paperbound 62 pps. \$5
- #3 - "How to Establish the Budget for Advertising Industrial Products" - Clothbound 139 pps. inc. repro. forms, Appendix, \$150
- #4 - "Yardsticks for Evaluating Industrial Advertising Research" - Paperbound 11 pps. \$1
- #5 - "Organizing & Controlling Industrial Advertising Operations" - Clothbound 124 pps. inc. Appendix. \$100
- #7 - "How to Get More Value from Trade Show Exhibits" - Clothbound 71 pps. inc. Appendix plus 34 loose insert exhibit photos and data. \$100
- #8 - "How to Coordinate Industrial Sales & Advertising" - Clothbound 115 pps. inc. exhibits, Appendix, bibliography. \$100
- #9 - "Motives in Industrial Buying" - Clothbound 124 pps. inc. Appendix. \$100

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